



GENERAL SERVICES ADMINISTRATION
Federal Supply Service
Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! is: GSAAdvantage.gov.

Schedule Title: Federal Supply Schedule Solicitation No 7FCB-H2-070541-B, for Multiple Award Schedule 541, entitled Advertising & Integrated Marketing Solutions (AIMS)

Contract Numbers: GS-07F-084AA

Contract Period: December 15, 2012 through December 14, 2017

ZUCCONI IDEA AGENCY, INC.

3131 Route 38, 2nd Floor, STE 11B
Mount Laurel, NJ 08054-9757

Phone: 856-222-9939

Fax: 856-222-9302

<http://www.thezia.com/>

Contract Administrator:

Mr. Joseph Andl

Phone: 856-222-9939 ext. 216

Email: jandl@thezia.com

Business size: Small business

Woman Owned business

Women Owned (WOSB)

For more information on ordering from Federal Supply Service Schedules click on FSS Schedules at fss.gsa.gov.



CLIENT INFORMATION:

1a. Table of Awarded Special Item Numbers (SINs)

541-1	Advertising Services
541-3	Web Based Marketing Services
541-4A	Market Research and Analysis
541-4B	Video/Film Production
541-4C	Exhibit Design and Implementation Services
541-4E	Commercial Photography Services
541-4F	Commercial Art and Graphic Design Services
541-5	Integrated Marketing Services
541-1000	Other Direct Costs (ODCs); Expenses Other Than Direct Labor Hours

1b. Lowest Priced Model Number and Price for Each SIN: N/A (Government net price based on a unit of one)

1c. Hourly Rates: See Commercial Price List

2. Maximum Order*: \$1,000,000 per SIN

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. Minimum Order: \$100

4. Geographic Coverage: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. Point(s) of Production: N/A

6. Discount From List Prices: None

7. Quantity Discount (Terms & method of calculation) (+ or /): +0.5%>\$250,000 or +1%>\$500,000 or +2%>\$1.5M

8. Prompt Payment Terms: Net 30 Days



9.a Government Purchase Cards **are accepted** at or below the micro-purchase threshold.

9.b Government Purchase Cards **are accepted** above the micro-purchase threshold.

10. Foreign Items: None

11a. Time of Delivery: To be determined at time of task order.

11b. Expedited Delivery: Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

11c. Overnight and 2-Day Delivery: Agencies can contact the Contractor's representative representative to effect a faster delivery.

11d. Urgent Requirements: Agencies can contact the Contractor's representative to effect a faster delivery.

12. FOB Point: Destination

13a. Ordering Address: **Zucconi Idea Agency, Inc**
3131 Route 38, 2nd Floor, STE 11B
Mount Laurel, NJ 08054-9757
Phone: (856) 222-9939

13b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment Address: **Zucconi Idea Agency, Inc**
3131 Route 38, 2nd Floor, STE 11B
Mount Laurel, NJ 08054-9757
Phone: (856) 222-9939

15. Warranty Provision: Standard Commercial Warranty

16. Export Packing Charges: N/A

17. Terms and Conditions of Government Purchase Card Acceptance:
accepted at or below the micro-purchase threshold

18. Terms and Conditions of Rental, Maintenance, and Repair (if applicable): N/A

19. Terms and Conditions of Installation (if applicable): N/A

20. Terms and Conditions of Repair Parts (if applicable): N/A



20a. Terms and Conditions for Any Other Services (if applicable): N/A

21. List of Service and Distribution Points (if applicable): N/A

22. List of Participating Dealers (if applicable): N/A

23. Preventive Maintenance (if applicable): N/A

24a. Special Attributes Such As Environmental Attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. Section 508 Compliance for EIT: N/A

25. Duns Number: 808943760

26. Notification Regarding Registration in Central Contractor registration (CCR) Database: Currently Active

PRICE LIST

Sin's	SERVICE PROPOSED (e.g. Labor Category or Job Title/Task)	UNIT OF ISSUE (e.g. Hour, Task, Sq ft)	PRICE LIST TO GSA (including iff)
541-1,541-3,541-4A, 541-4B, 541-4C, 541- 4E, 541-4F, 541-5	Account Executive	Hour	\$123.43
541-1,541-3,541-4A, 541-4B, 541-4C, 541- 4E, 541-4F, 541-5	Account Director	Hour	\$123.43
541-1,541-3,541-4A, 541-4B, 541-4C, 541- 4E, 541-4F, 541-5	Strategic Planning Director/ Copy	Hour	\$143.17
541-1,541-3,541-4A, 541-4B, 541-4C, 541- 4E, 541-4F, 541-5	Creative Director	Hour	\$143.17
541-1,541-3,541-4A, 541-4B, 541-4C, 541- 4E, 541-4F, 541-5	Sr. Graphic Designer	Hour	\$123.43
541-1,541-3,541-4A, 541-4B, 541-4C, 541- 4E, 541-4F, 541-5	Graphic Designer	Hour	\$69.12



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541-1,541-3,541-4A, 541-4B, 541-4C, 541-4E, 541-4F, 541-5	Jr. Graphic Designer	Hour	\$59.24
541-1,541-3,541-4A, 541-4B, 541-4C, 541-4E, 541-4F, 541-5	Project Manager	Hour	\$123.43
541-1,541-3,541-4A, 541-4B, 541-4C, 541-4E, 541-4F, 541-5	Production Artist	Hour	\$123.43
541-1,541-3,541-4A, 541-4B, 541-4C, 541-4E, 541-4F, 541-5	Production Director	Hour	\$123.43
541-1,541-3,541-4A, 541-4B, 541-4C, 541-4E, 541-4F, 541-5	Production Coordinator	Hour	\$78.99
541-1,541-3,541-4A, 541-4B, 541-4C, 541-4E, 541-4F, 541-5	Illustration/ Rendering	Hour	\$123.43

Other Direct Costs (ODCs)
Additional Discounts Apply to Labor Only

SIN(s) PROPOSED	SUPPORT PRODUCT LABOR (ODCs)	UNIT OF ISSUE (e.g. Hour, Task, Sq ft)	PRICE TO GSA (including IFF)
541 1, 541 3, 541 5, 541 4A, 41 4B, 541 4C, 541 4E, 541 4F	Studio Usage Fee-Studio Rental/Product Results Fee	Hourly	\$ 151.13
541 1, 541 3, 541 5, 541 4A, 541 4B, 541 4C, 541 4E, 541 4F	Media Source Material Costs Per CD/DVD Disc	Per Disc	\$ 15.11
541 1, 541 3, 541 5, 541 4A, 541 4B, 541 4C, 541 4E, 541 4F	Stock Images Provided	Per Image	\$ 15.11

Zucconi Idea Agency, Inc.

3131 Rt. 38 West / Suite 11B

Mount Laurel, NJ 08054

(856) 222-9939 • Fax (856) 222-9302

LABOR DESCRIPTIONS

Account Director – Manages Professional and administrative staff, coordinates various aspects of the project

Responsibilities: Manages staff responsible for project budget, contract negotiations and provide oversight to staff and contract personnel involved in all phases of project completion.

- Responsible for determining and implementing the direct needs of the client by managing and maintaining progress and successful interaction between the firm's staff and the client to ensure the quality, timeliness, and cost effectiveness of the undertaking
- Assign tasks schedules, monitors performance
- Acts as liaison with client and contract personnel to ensure client satisfaction
- Establishes and ensures completion of quality assurance measures
- Develops and monitors budget and responds to any deviations from the approved cost/time line projections
- Responsible for full range of supervisory activities, including selection, training, evaluations and monitoring of staff and contract personnel.
- Delegates job assignments to the team
- Provide constructive feedback on employee performance

Capabilities:

- Possesses required knowledge, skills, abilities and experience and is able to explain or demonstrate, that the essential functions of the job can be performed
- Knowledge of current market techniques, tools and methods, including the execution of electronic and print information, materials and promotional events and activities.
- Possesses media relations experience, excellent writing and verbal skills and knowledge of applicable standards and procedures
- Ability to manage staff and multiple accounts
- Ability to direct the timely production of project agreements and contracts and delivery of service
- Provides employees with clearly articulated job responsibilities and expectations

Qualifications:

- Bachelors Science degree in business, communications, marketing or related field or related experience
- 10+ years experience in marketing, public affairs, public relations and/or crisis management required.

Account Executive – Manages Professional and administrative staff, coordinates various aspects of the project

Responsibilities: Manages staff responsible for project budget, contract negotiations and provide oversight to staff and contract personnel involved in all phases of project

completion.

- Responsible for determining and implementing the direct needs of the client by managing and maintaining progress and successful interaction between the firm's staff and the client to ensure the quality, timeliness, and cost effectiveness of the undertaking
- Assign tasks schedules, monitors performance
- Acts as liaison with client and contract personnel to ensure client satisfaction
- Establishes and ensures completion of quality assurance measures
- Develops and monitors budget and responds to any deviations from the approved cost/time line projections
- Responsible for full range of supervisory activities, including selection, training, evaluations and monitoring of staff and contract personnel.
- Delegates job assignments to the team
- Provide constructive feedback on employee performance

Capabilities:

- Possesses required knowledge, skills, abilities and experience and is able to explain or demonstrate, that the essential functions of the job can be performed
- Knowledge of current market techniques, tools and methods, including the execution of electronic and print information, materials and promotional events and activities.
- Possesses media relations experience, excellent writing and verbal skills and knowledge of applicable standards and procedures
- Ability to manage staff and multiple accounts
- Ability to direct the timely production of project agreements and contracts and delivery of service
- Provides employees with clearly articulated job responsibilities and expectations

Qualifications:

- Bachelors Science degree in business, communications, marketing or related field or related experience
- 5+ years experience in marketing, public affairs, public relations and/or crisis management required.

Creative Director - Manages, oversees and directs all creative aspects of the project

Responsibilities:

- Responsible for graphic and production design for marketing communications, all print materials, electronic information, advertising and online products
- Determines the needs and preferences of clients as well as the target market segment in creating their art
- Directs the creation of visual designs that address business, brand, market, and user requirements, including the design and production of screen layouts, color palettes, typography, and user interface elements
- Recommends and develops design, content, and presentation based on research and application of industry expertise



Contract Holder



- Creates, plans, schedules and implements graphic design projects, which include
- developing concepts, establishing layouts, providing copy specifications, production costs and timelines
- Coordinates and directs workflow to ensure that artwork is routed to the proper destination within specified time frames
- Manages team of graphic and production designers

Capabilities:

Ability to direct the adaption of marketing objectives into the visualization, creation, design and production of ads, brochures, printed information, packaging and web site design

- Works collaboratively with designers, and project managers
- Provides employee with clearly articulated job responsibilities and expectations
- Supports a collaborative attitude with regard to design and teamwork
- Deadline oriented and able to work effectively in an environment with high output and to adjust to changing priorities and/or project constraints

Qualifications:

- Bachelors Science degree in graphic design, fine arts, and communications plus work experience related to graphic design
- 10+ years in related field
- Solid understanding of user-centered design principles, careful attention to detail and ability to grasp multiple product requirements

Strategic Planning Director/Copy - heads development of strategic integrated communications and services strategy

Duties: Manages staff responsible for message creation, creative arts and campaign effectiveness evaluation

- Responsible for creation of advertising campaign that is focused on a strong message
- Integrates creative specialists and technologies to best highlight creative message
- Works closely with the media planner/buyer to determine which form of print, audio, visual and digital media is the best combination to advertise the message
- Conducts ongoing evaluations of the selected media and overall effectiveness of the campaign
- Responsible for full range of supervisory responsibilities in the personnel areas
- Establishes and ensures completion of quality assurance measures

Capabilities:

- Possesses required knowledge, skills, abilities and experience and is able to explain and demonstrate that the essential functions of the job can be performed
- Knowledge of current advertising techniques, tools and methods
- Possesses media relations experience and has ability to manage staff and multiple accounts

Qualifications:

- Bachelors Science degree in business, communications, advertising or related field or related experience

- 10+ years experience in advertising, communications, and public relations

Senior Graphic Designer - Manages and executes all creative elements of a project.

Responsibilities:

- Responsible for graphic designs for marketing communications, all print materials, electronic information and advertising
- Creates the layout and design of assigned print materials, ads, supplements, web site and links and other special projects.
- Works with Creative Director to define the visuals of a narrative, ensures a distinct and consistent focus, and prepares artwork for production
- Utilizes creative skills to design a variety of objects, products, materials and displays for clients. Designer may create packaging and promotional displays for new
- products, distinctive logos for a project or business, or the visual design for client's literature
- Determines the needs and preferences of clients as well as the target market segment in creating their art
- Directs the creation of visual designs that address business, brand, market, and user requirements, including the design and production of screen layouts, color palettes, typography, and user interface elements
- Recommends and develops design, content, and presentation based on research and application of industry expertise

Capabilities:

- Ability to direct the adaption of marketing objectives into the visualization, creation, design and production of ads, brochures, printed information, packaging and web site design
- Works collaboratively with designers, and project manager
- Ability to lead design from concept development through execution
- Understands the fundamentals of visual communication and design
- Ability to produce art from ideas and use color to create impact or effect
- Identifies and analyzes visual communication problems, successfully describes problems to others, and generates alternative solutions and evaluations of outcome
- Excellent organizational skills and the ability to work in a deadline oriented environment

Qualifications:

- Bachelors Science degree in graphic design, fine arts, and communications plus work experience related to graphic design
- 5+ years in related field
- Solid understanding of user-centered design principles, careful attention to detail and ability to grasp multiple product requirements
- Solid work knowledge of Macintosh platform software such as Illustrator
- Computer drawing, illustration, layout and photo editing skills

Graphic Designer - Executes all creative elements of a project.

Responsibilities:

- Creates the layout and design of assigned print materials, ads, supplements, web site



Contract Holder



and links and other special projects.

- Works with Creative Director to define the visuals of a narrative, ensures a distinct and consistent focus, and prepares artwork for production
- Utilizes creative skills to design a variety of objects, products, materials and displays for clients. Designer may create packaging and promotional displays for new products, distinctive logos for a project or business, or the visual design for client's literature
- Collaborates with members of the project team to produce visual communication's designs

Capabilities:

- Ability to lead design from concept development through execution
- Understands the fundamentals of visual communication and design
- Ability to produce art from ideas and use color to create impact or effect
- Identifies and analyzes visual communication problems, successfully describes problems to others, and generates alternative solutions and evaluations of outcome
- Excellent organizational skills and the ability to work in a deadline oriented environment

Qualifications:

- Bachelors Science degree in graphic design, fine arts, and communications plus work experience related to graphic design
- 3+ years in related field
- Solid understanding of user-centered design principles, careful attention to detail and ability to grasp multiple product requirements
- Solid work knowledge of Macintosh platform software such as Illustrator
- Computer drawing, illustration, layout and photo editing skills

Jr. Graphic Designer - Executes all creative elements of a project.

Responsibilities:

- Creates the layout and design of assigned print materials, ads, supplements, web site and links and other special projects
- Works with Creative Director to define the visuals of a narrative, ensures a distinct and consistent focus, and prepares artwork for production
- Utilizes creative skills to design a variety of objects, products, materials and displays for clients. Designer may create packaging and promotional displays for new products, distinctive logos for a project or business, or the visual design for client's literature
- Collaborates with members of the project team to produce visual communication's designs

Capabilities:

- Ability to lead design from concept development through execution
- Understands the fundamentals of visual communication and design
- Ability to produce art from ideas and use color to create impact or effect
- Identifies and analyzes visual communication problems, successfully describes

problems to others, and generates alternative solutions and evaluations of outcome

- Excellent organizational skills and the ability to work in a deadline oriented environment

Qualifications:

- Bachelors Science degree in graphic design, fine arts, and communications plus work experience related to graphic design
- Solid understanding of user-centered design principles, careful attention to detail and ability to grasp multiple product requirements
- Solid work knowledge of Macintosh platform software such as Illustrator
- Computer drawing, illustration, layout and photo editing skills

Illustrator – Illustrates all creative elements of a project

Responsibilities:

- Responsible for graphic designs for marketing communications, all print materials, electronic information and advertising
- Creates the layout and design of assigned print materials, ads, supplements, web site and links and other special projects.
- Works with Creative Director to define the visuals of a narrative, ensures a distinct and consistent focus, and prepares artwork for production
- Utilizes creative skills to design a variety of objects, products, materials and displays for clients. Designer may create packaging and promotional displays for new products, distinctive logos for a project or business, or the visual design for client's literature
- Determines the needs and preferences of clients as well as the target market segment in creating their art
- Directs the creation of visual designs that address business, brand, market, and user requirements, including the design and production of screen layouts, color palettes, typography, and user interface elements
- Recommends and develops design, content, and presentation based on research and application of industry expertise

Capabilities:

- Ability to direct the adaption of marketing objectives into the visualization, creation, design and production of ads, brochures, printed information, packaging and web site design
- Works collaboratively with designers, and project manager
- Ability to lead design from concept development through execution
- Understands the fundamentals of visual communication and design
- Ability to produce art from ideas and use color to create impact or effect
- Identifies and analyzes visual communication problems, successfully describes problems to others, and generates alternative solutions and evaluations of outcome
- Uses drawing, sketching, painting and photographic skills to produce

illustrations

- Excellent organizational skills and the ability to work in a deadline oriented environment

Qualifications:

- Bachelors Science degree in graphic design, fine arts, and communications
- 5+ years in related field
- Solid understanding of user-centered design principles, careful attention to detail and ability to grasp multiple product requirements
- Solid work knowledge of Macintosh platform software such as Illustrator
- Computer drawing, illustration, layout and photo editing skills
- Creativity and Imagination
- Excellent drawing skills

Production Artist – Produce finished artwork and prepare electronic project filed for print productions and/or the internet

Responsibilities:

- Generate finished artwork from conceptual ideas and sketches for branding, logotypes, illustrations, line art, charts, graphs, etc.
- Retouch and/or manipulate photos and other images
- Prepare electronic project files for print productions and/or internet
- Collaborates with creative directors and members of the project team

Capabilities:

- Possesses the knowledge and skill to produce finished artwork
- Has the ability to work with Adobe Photoshop, Illustrator and InDesign Has
- a complete understanding of production and possesses the required skills necessary to prepare files for print production and the internet. Excellent
- organizational skills and the ability to work in a deadline oriented environment

Qualifications:

- Bachelors Science degree in graphic design, fine arts, communications
- 5+ years work experience in related field
- Solid understanding of user-centered design principles, careful attention to detail and ability to grasp multiple product requirements
- Possesses computer drawing, illustration and photo edit skills
- Solid work knowledge of Macintosh platform software such as Illustrator
- Computer drawing, illustration, layout and photo editing skills

Project Manager – Manages Professionals and Design Staff, coordinates and proofs various aspects of the project

Responsibilities: Manages staff responsible for providing oversight to staff and contract personnel involved in all phases of project completion.

- Responsible for determining and implementing the direct needs of the Account Executive to ensure the quality, timeliness, and cost effectiveness of the undertaking

- Assign tasks schedules, monitors performance
- Establishes and ensures completion of quality assurance measures and proofs all work
- Develops and monitors project time line and responds to any deviations from the approved cost/time line projections
- Responsible for full range of supervisory activities, including selection, training, evaluations and monitoring of staff and contract personnel. Delegates job assignments to the team
- Provide constructive feedback on employee performance

Capabilities:

- Possesses required knowledge, skills, abilities and experience and is able to explain or demonstrate, that the essential functions of the job can be performed
- Knowledge of current tools and methods, including the execution of electronic and print information, materials and promotional events and activities. Possesses excellent writing and verbal skills and knowledge of applicable standards and procedures
- Ability to manage staff
- Ability to direct the timely production of project agreements and contracts and delivery of service
- Provides employees with clearly articulated job responsibilities and expectations

Qualifications:

- Bachelors Science degree in business, communications, marketing or related field
- 5+ years in related field

Production Director – Manages Professionals, Project Coordinators and Production Artists and various aspects of the project

Responsibilities: Manages staff responsible for production of final designs and project completion.

- Responsible for determining and implementing the direct needs of the Account Executive to ensure the quality, timeliness, and cost effectiveness of the undertaking
- Assign tasks schedules, monitors performance
- Establishes and ensures completion of quality assurance measures and proofs all work
- Develops and monitors project time line and responds to any deviations from the approved cost/time line projections
- Responsible for full range of supervisory activities, including selection, training, evaluations and monitoring of staff and contract personnel.
- Delegates job assignments to the production team
- Provide constructive feedback on employee performance

Capabilities:

- Possesses required knowledge, skills, abilities and experience and is able to explain or demonstrate, that the essential functions of the job can be performed

- Knowledge of current tools and methods, including the execution of electronic and print information, materials and promotional events and activities.
- Possesses excellent writing and verbal skills and knowledge of applicable standards and procedures
- Ability to manage staff
- Ability to direct the timely production of project agreements and delivery of service
- Provides employees with clearly articulated job responsibilities and expectations

Qualifications:

- Bachelors Science degree in business, communications, marketing or related field or related experience
- 5+ years in related field

Production Coordinator – Harvests project assets, comps production designs to show final product and creates special mechanical and visual effects for Designers and Production Artists

Responsibilities: Prepares assets and comps of final designs and project completion.

- Responsible for determining and implementing the direct needs of the Production Director to ensure the quality, timeliness, and cost effectiveness of the undertaking
- Establishes and ensures completion of quality assurance measures
- Develops comps of final design and responds to any deviations from the approved cost/time line projections
- Provide constructive feedback on final production of the project

Capabilities:

- Possesses required knowledge, skills, abilities and experience and is able to explain or demonstrate, that the essential functions of the job can be performed
- Knowledge of current tools and methods to construct visual effects
- Excellent organizational skills and the ability to work in a deadline oriented environment
- Works collaboratively with designers, and project manager

Qualifications:

- Bachelors degree and some related experience
- Creativity and Imagination
- Careful attention to detail and ability to grasp multiple product requirements